

Financial,  
Manufacturing,  
Real Estate.

# The Times



# Dispatch

Want Ads,  
Agriculture,  
Commerce.

RICHMOND, VA., SUNDAY, JUNE 23, 1912.

PRICE FIVE CENTS.

## WESTERN ELECTRIC HERE IN RICHMOND

Company That Selects  
Big Richmond as Its  
Distributing Point.

MANY MEN TO BE  
EMPLOYED HERE

Big Shop That Comes to Rich-  
mond From the Far West.  
Western Electric Company  
to Do Big Business  
Right in the  
City.

Richmond is always capturing some-  
thing that is good, and it is not doing  
it by any chicanery or by any tricks  
known to the dubious trade, but by  
its own well known merits as a com-  
mercial center and a distributing  
point.

The Chamber of Commerce, the  
Business Men's Club, the Advertisers'  
Association, the Industrial Section of  
The Times-Dispatch and the good ef-  
forts of some private citizens have all  
done a great deal to let the world  
know that Richmond is the real dis-  
tributing point for the whole South,  
the gateway, it may be said, to all that  
is worth having down in Dixie.

I just want to show by a real, prac-  
tical demonstration how this thing  
may sometimes work. The Western  
Electric Company is one of the big-  
gest concerns in the world, I doubt  
if there is anything on the world's  
map that is any bigger from a com-  
mercial view. It has factories and of-  
fices all over the earth, and employs  
more than 50,000 people. The West-  
ern Electric Company was in search  
of a goodly Southern distributing  
point, a point from which the company  
could send its goods out to a large  
Southern territory. After due consid-  
eration, the company decided that  
Richmond was the distributing depot  
it was looking for and here it came.

**They Came and Saw.**  
Representatives of the big company  
came to Richmond to view the land;  
they liked it, and they decided that  
the little office they had been main-  
taining in another Virginia town was  
not just the thing that was wanted.  
What was wanted was a big central  
office and warehouse, a congregating  
and assembling point, from which all  
of the products of this great electri-  
cal manufacturing company may be  
distributed all over a goodly Southern  
territory.

The big warehouse at the corner of  
Sixth and Cary Streets was leased for  
a long term of years. It was once a  
tobacco factory. It is now a magnif-  
icent office building, and there the  
Western Electric Company, one of the  
biggest industrial concerns of the  
earth, has its principal Southern of-  
fice.

H. W. Hall, the general manager of  
the Virginia Southwest department of  
the work, told me the other day that  
he thinks this Richmond office and  
headquarters of the business will be a  
big thing. He intimates that since  
the company found it wise to invade  
the South it has had mighty good  
profits. There is no reason to sup-  
pose that the Virginia and North  
Carolina profits of the next few years  
will in any way reduce the record.  
Richmond is to be congratulated that  
it has captured one of the biggest  
concerns on the ropes.

**What About It.**  
This Western Electric Company is a  
very large concern, handling perhaps  
more money than any organized stock  
company in the United States. Its  
Richmond branch, just established,  
will be one of twenty-eight branch  
houses in the United States, from  
which the electrical products of the  
enormous factories at Hawthorne, Ill.,  
New York, and some other points will  
be distributed.

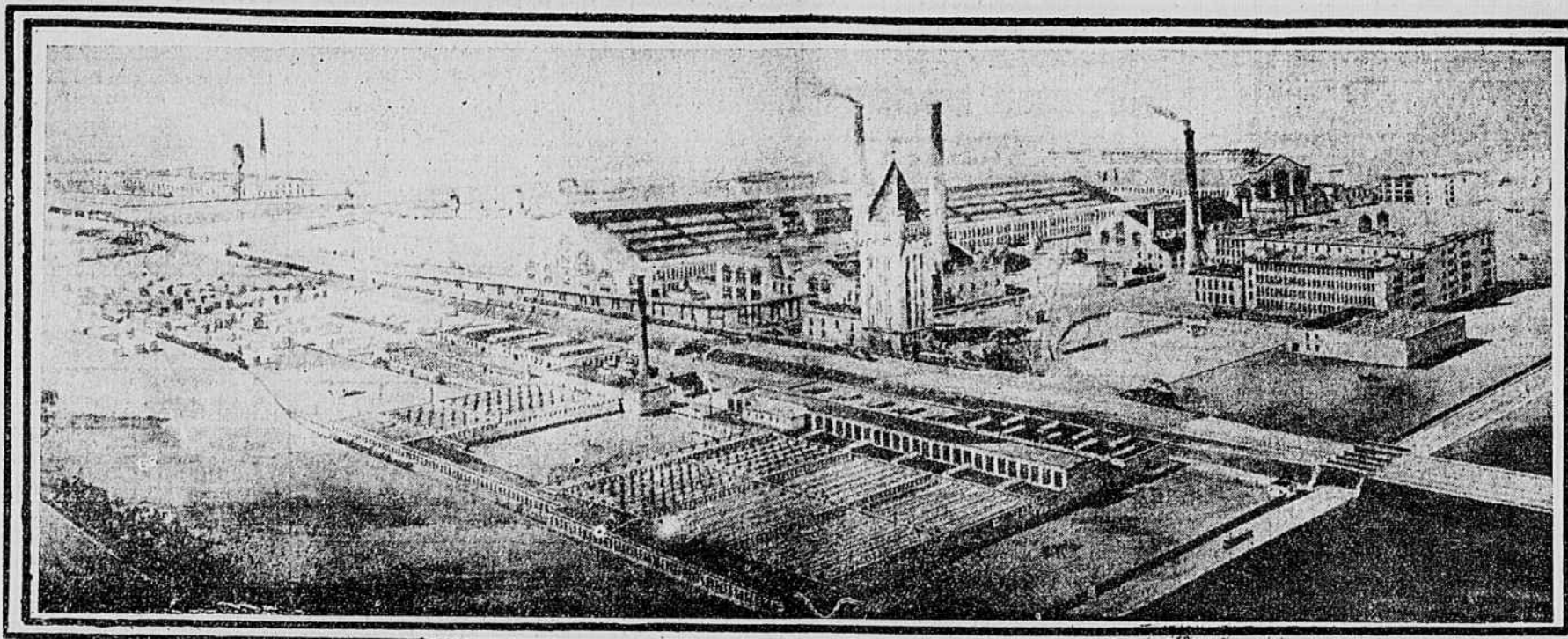
The electric business is something  
comparatively new in the world, and  
it was something that had to grow  
very fast and grow under and with  
the nerve of men who believed in new  
things. A few people out in the wild  
West State of Illinois organized the  
Western Electric Company several  
years ago. New York capitalists  
came to the front later on, and now  
I reckon everybody in the world would  
like to have some of the stock of the  
Western Electric, for it is mighty  
good paying paper. Richmond is to  
be congratulated that a plant of this  
company has been located here. The  
home office of this great company is  
in New York, and the manufacturing  
plant that supplies to all of the dis-  
tributing plants in the country and  
in the world is located just on the out-  
skirts of Chicago in a beautiful subur-  
ban town called Hawthorne.

**Richmond Looks Up.**  
The company has established fac-  
tories for the manufacture of electrical  
goods in many cities of this country  
and distributing and wholesaling ware-  
houses in very many more. While  
looking for the best distributing point  
of the best part of all the South, there  
naturally loomed up before the eyes  
of the officials the great town of Rich-  
mond. Richmond got there all right,  
and the directors of the company were  
not long in deciding that this great  
city on the James was the logical  
distributing point for Virginia and  
North Carolina.

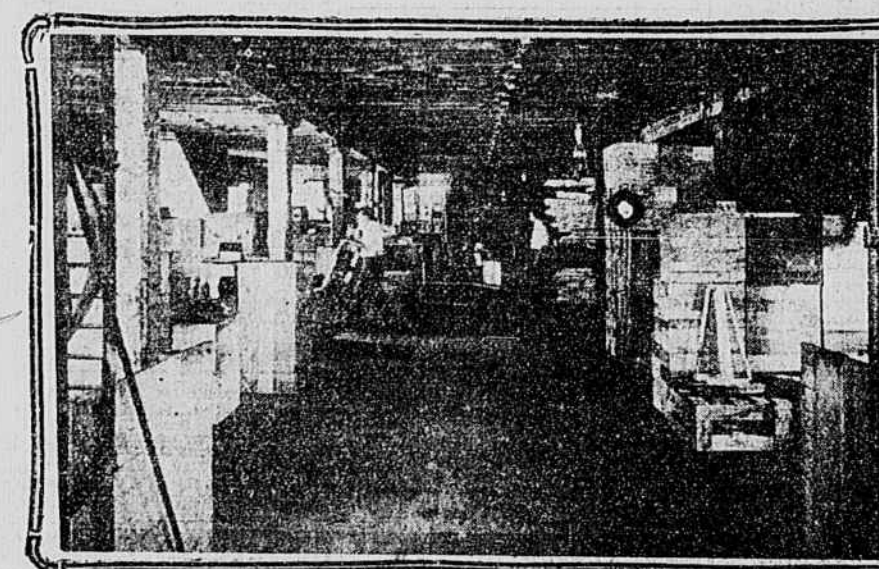
Last fall the company came here  
and leased for a long term of years  
the splendid building at the corner  
of Sixth and Cary Streets, and there  
they have made vast improvements  
and arranged splendid offices for the  
complete conduct of the big business  
that is on ahead for the big in this  
good country.

**The Men at the Helm.**  
Richmond is to be congratulated  
that it has captured the big Southern  
end of the big business of the West-  
ern Electric Company. Just how  
Richmond captured this big enter-  
prise, one that will distribute more  
than two and a quarter million  
dollars per year in the town, is a  
question in dispute, and none of the  
disputants are going to fight about  
it. Two years or more ago J. W.  
Crawford, the man of the Bell Telephone  
Company, had an intuition that the  
(Continued on Sixth Page.)

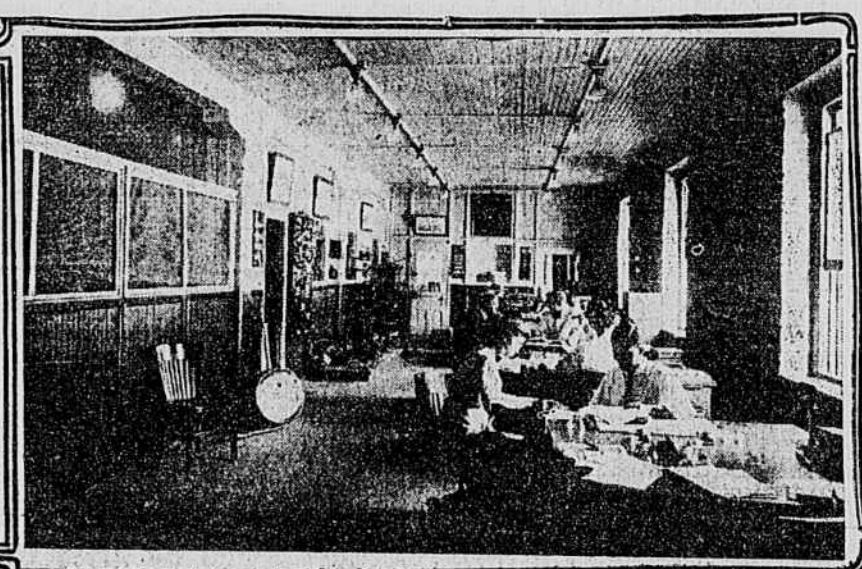
## RICHMOND'S LATEST INDUSTRIAL CAPTURE



MAIN FACTORY AT HAWTHORNE, ILL.



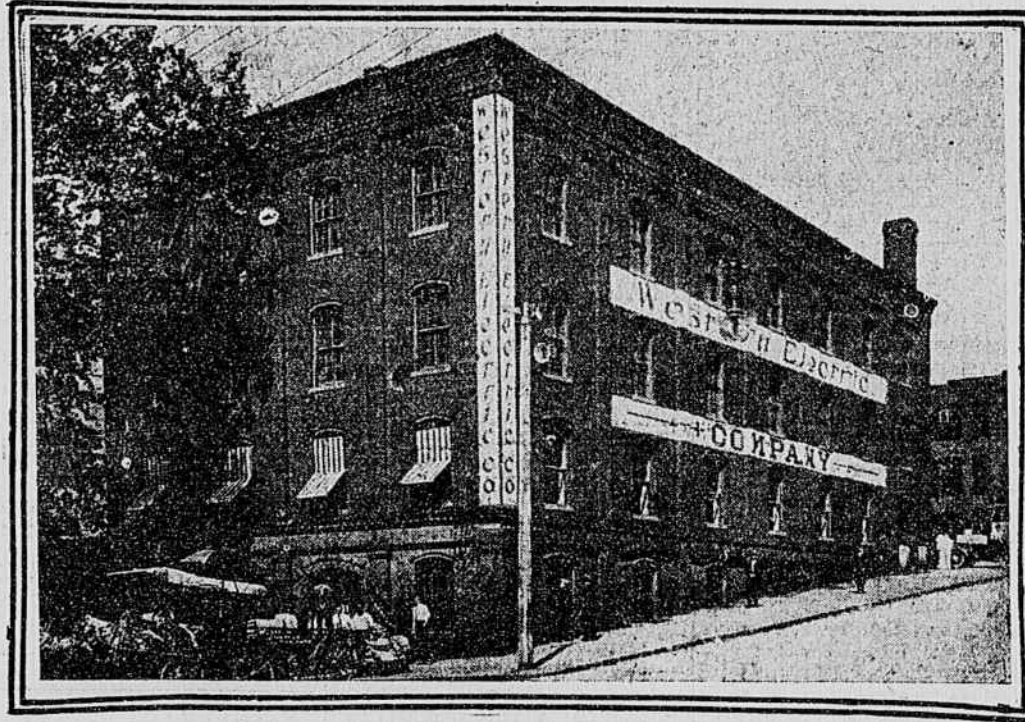
WAREHOUSE VIEW, RICHMOND BRANCH.



SECTION OF OFFICES, RICHMOND BRANCH.



NEW YORK FACTORY AND GENERAL OFFICES.



RICHMOND BRANCH AND DISTRIBUTING WAREHOUSE.

## CO-OPERATION IN GOOD GARDENING

Richmond Takes Lead in Novel  
Plan to Reduce Cost  
of Living.

FIRST OF ITS KIND IN AMERICA

If It Proves a Good Thing, Many  
More Will Be Forth-  
coming.

Richmond is right up-to-date in its  
great enterprises, and maybe in some  
respects, at least in one respect, a little  
ahead of it. A man was telling me  
the other day of a new enterprise the  
like of which I have never before  
heard of in these parts. The enter-  
prise promises to reduce the cost of  
living in that it will enable the city  
man, so it is claimed, to get his vege-  
tables, poultry, dairy products and  
other table goods at first cost. The  
scheme involves what has been term-  
ed co-operative gardening, and here  
is the way the man explained the  
(Continued on Third Page.)

## VIEWS AND NEAR VIEWS; HINTS AND SUGGESTIONS

A Talk About Fruits—The Boys on the Farm.  
New Things From Arkansas—Dr. Lafferty  
and West Point—Blackberry Time in  
Virginia—Various Hints  
by the Way

**BY FRANK S. WOODSON.**  
Industrial Editor.  
This column is open to contributors  
who have something to say of a sug-  
gestive nature, and who are willing to  
make hints and suggestions looking  
to the better development of the good  
old States of Virginia, West Virginia  
and North Carolina, and who can hold  
their suggestions down in any one  
issue to from 150 to 200 words. Such  
communications, addressed to the In-  
dustrial Editor, will receive prompt  
attention.

**The Demand for Fruit.**  
J. E. Crawford, Jr., of Kenbridge,  
Lunenburg county, writes the Indus-  
trial Editor as follows:  
"I never fail to read your valuable  
columns in the Sunday's Times-Dis-  
patch, and I find them very interest-  
ing and instructive, as well as a bar-  
ometer of development throughout the  
State.  
"I want you to kindly suggest to  
our people (I mean the people who  
(Continued on Sixth Page.)

## DEVELOPMENT IN VIRGINIA FARMS

Remarkable Changes During the  
Decade Last Passed—Farms  
Are Growing Smaller.

Interesting Facts Brought Out  
by a Study of Latest Census  
Figures.

**BY W. J. LAUCK.**  
The past decade has been character-  
ized by remarkable agricultural de-  
velopment in Virginia. Until 1900, the  
devastating effects of the War Be-  
tween the States had not been over-  
come. Within the past ten years  
there has been a constant increase in  
farm values and equipment. There has  
also been a pronounced tendency to-  
wards the breaking up of the old  
plantations into smaller holdings.  
The total value of farm property in  
Virginia at the opening of the War  
(Continued on Sixth Page.)

## WONDERS OF GREAT PIEDMONT REGION

Graphic Writer Tells of Big  
Things "Down Home"—Car-  
olinas to Front.

Waters of Mountain Streams  
Being Harnessed to Run  
Mills and Things.

**High Point, N. C., June 22.**—That an  
era of prosperity such as this part of  
the country has never seen is coming  
upon the Piedmont section, is a fact  
no man with a knowledge of its com-  
mercial, agricultural and industrial  
strategic importance can deny. Long  
offering unparalleled inducements for  
diversified farming and, as the garden  
spot of the Southern States, consid-  
ered the ideal location for the home  
seeker, it now begins to stretch wires,  
run rails, erect smokestacks and turn  
wheels.  
Hardly a week passes without some  
(Continued on Sixth Page.)

## REAL ESTATE AND BUILDING NEWS

Very Little Doing in  
the Matter of Big  
Sales.

RENTAL WORK GOOD  
SALES VERY SLOW

Various Agents Talk of Mighty  
Slow Business—Times Look  
Good a Few Months Ahead,  
But There Is No Little  
Dullness in the Sweet  
Summer Time.

All of the real estate men complain  
of a kind of summer dullness, a dull-  
ness that is somewhat relieved by a  
rush on the part of people who want  
to rent houses and rent them right  
away.

One of the agents I had a private  
interview with dotted down his views  
somewhat as follows:

"Summer dullness was somewhat  
broken last week in private and pub-  
lic sales, as it was a decided im-  
provement on the previous week in  
number and character of sales. Many  
private sales were closed up, and  
most of the public offerings were suc-  
cessful; this was notably so in the  
sale of the four handsome Grove  
Avenue houses offered by Raah & Co.,  
and J. Thompson Brown & Co. All  
were sold, having been purchased by  
Robert Craig, A. T. Ragland, O. B.  
Morgan and Mr. McVey, of Kingan &  
Co. These gentlemen will occupy their  
respective purchases for permanent  
residence, the sale aggregating be-  
tween \$35,000 and \$10,000.

J. Thompson Brown & Co. also re-  
port the sale of two Park Avenue  
houses for \$8,500, which were bought  
as an investment. A Cary Street  
dwelling for \$1,500, Hanover Street  
lots for \$10,000, and other smaller  
parcels aggregating about \$25,000.

Renting is still rushing, and in a  
measure diverting the agents from  
working on prospective sales, which  
will be fruitless in the near future.  
Altogether the outlook on real estate  
is surprisingly good in spite of po-  
litical and other agitations now so  
prominently before the public."

223 Governor Street, \$15,500; 110,  
112, 114, 116 North Twenty-ninth  
Street, \$14,500; 900, 902, 904 East  
Leigh Street, \$17,500; 2119 Park Ave-  
nue, \$10,000; 128 feet corner Seventh  
and Hull Streets, \$18,500; forty-six  
acre farm near Dumbarton, Va., \$16,-  
500; 605 North Seventh Street, \$4,000;  
total, \$97,500.

J. D. Carneal & Son had what they  
call a fairly good week, successful-  
ly closing several good sized deals, among  
which was an Eighth Street store at  
\$15,000 and Franklin Street lots  
in Lee Annex at \$85 per foot. They  
also report renting very brisk for the  
week. Altogether they are very well  
satisfied with business conditions.

Several other agents intimate good  
sales, but very few of them are will-  
ing to go into particulars. On the  
whole I am inclined to think that the  
summer dullness is here in all of its  
beauty. The indications are that it  
will not last very long, but that it is  
here just now there can be no doubt.

## BIG COAL DUMP.

**Increase Capacity at Lambert's Point.**  
Norfolk, Va., June 22.—The coal-handling  
plant which is to be erected by the Norfolk  
and Western Railway as an addition to the  
Lambert's Point plant has been contracted  
for, the building contract having been  
awarded to the Wellman-Seaver-Morgan com-  
pany of Cleveland, O.

The new plant will be unusual size, be-  
cause of the unusual size of the coal  
ships to be received for use next year. The cost will  
be about \$1,000,000, and the yearly capacity  
of the installation will be 5,000,000 tons  
from which coal can be loaded into vessels  
on either side simultaneously, so that four  
anticipating that a vessel of 4,000 or 5,000 tons  
can be loaded in five or six hours.

Two complete plants will be provided  
for each side. The railroad company will have  
carrying ninety tons of coal. One of these  
immense cars, laden with coal from the  
mines, will be run up to the pier under a  
double-car dumper, which will dump its  
contents on each side of six cars each will  
be provided. Consequently the dumping  
of remarkable strength and power. The  
and will be raised on electric elevators to  
the top of the pier, a height of eighty-one  
feet, where they will fall into the ships'  
holds. Then they will be run by gravity to  
the surface of the ground and back again  
will be such that the transfer cars will be  
constantly in motion.

**Still Striking Oil.**  
Charleston, Va., June 22.—Oil produc-  
tion in Kanawha county, begun months ago  
in the Blue Creek field, continues to creep  
closer and closer to the surface. The Pinch-  
or Pinchville field now bids fair to become  
one of the most important oil fields in the  
State. The Pinchville field, and may  
ready many wells have been drilled. Al-  
though the Pinchville field, every one of them  
now drilled in. The production of oil has  
now in this field is from 100 to 1,000 barrels  
per well per day, and recently a new well  
came in, showing a production of from 100  
to 1,200 barrels per day. The indications are  
that the Pinchville community has a great  
future ahead of it, and may become the site  
of a large town in the near future.

**Virginia-Carolina to Extend.**  
Abingdon, Va., June 22.—The Virgin-  
ia-Carolina Railway Company, of which W.  
E. Milner, of this town, is president and  
general manager, is preparing to build a  
five-mile extension from Green Cove, Va.,  
to Todd, N. C., through Washington county,  
Va., and Ash county, N. C. It is probable  
that bids for construction will be opened  
in July. The route is through rough moun-  
tain country, and the final location is being  
completed by P. W. Ecker, chief engineer.

**Tobacco Warehouse for Greensboro.**  
Greensboro, N. C., June 22.—The plan of  
the Chamber of Commerce and the Mer-  
chants Association to improve Greensboro as  
a tobacco market took concrete form this  
past week, when a joint meeting of the  
business men of both societies met and or-  
ganized the Greensboro Warehouse Com-  
pany. Besides preparing a temporary or-  
ganization, the meeting prepared for the  
immediate erection of a \$15,000 tobacco  
warehouse of the most modern design.